

Structure of the Associate Wealth Manager (AWM) program

Program overview

Competent advisory in private banking/wealth management is based on a holistic long term approach. It presupposes a comprehensive understanding of the client's situation, combined with a solid knowledge about the financial market and the applicable legal framework. Due to the rapidly changing markets and financial products, in particular the regulatory requirements, the advisors constantly need to update and complete their knowledge. The training program covers the necessary core competencies required by client advisors, in particular wealth management and financial instruments.

Program structure

The core knowledge program is structured as a distance learning program, enabling students to follow their own study rhythm. It can be started any time after subscription. The study platform contains all the documents required for optimal examination preparation, in particular the manuals specifically developed for the training program and the online tools with the possibility to create test examinations for specific topics and simulate examinations.

The amount of study required is dependent on the students' educational background but we estimate a minimum amount of 200 study hours is required.

Subjects

The knowledge acquired in the program will allow candidates to:

- define key factors for identifying the customer's situation and his/her needs
- define an investment strategy based on the client's individual needs
- understand the core principles of portfolio management / construction
- describe the main steps of the investment process and evaluate portfolio return
- explain the principle features of the financial instruments and their use in the investment process
- explain the main characteristics of the different types of risks of financial instruments
- understand general principals of taxation of financial instruments

Modules

Wealth Management:

- The management of wealth
- Wealth accumulation, discovery and marketing
- Understanding a client's risk tolerance
- Introduction to the portfolio management strategy
- Portfolio management process
- Fundamental analysis
- Technical analysis
- Analysing and selecting mutual funds
- Analysis of non-conventional asset classes and their structures
- International investing
- Basic information on portfolio solutions
- Management of the investment risks
- Portfolio monitoring and performance evaluation
- Sustainable and responsible investment

Financial Instruments:

- Money market
- Bonds
- Equities
- Forwards
- Investment funds
- Futures
- Options
- Structured products

Law:

- Practising as a provider of financial services
- Acquisition / canvassing of customers
- Customer acceptance process
- Process for identification of the investment dimension of the customer
- Beginning a business relationship with a customer
- Management mandates
- Use of financial products
- Rules under administrative and criminal law
- Rules that apply to disputes between customers and banks
- Specific rules that apply to interactions with other financial intermediaries and pension funds

Tax:

- Introduction to the standard income model for financial instruments
- Calculation of taxable income from equity-like financial instruments
- Calculation of taxable income from bond-like instruments